



ECONOMIC DEVELOPMENT
SUBCOMMITTEE

Feedback Form for Commission Meeting

GOVERNOR'S HISPANIC COMMISSION
ECONOMIC DEVELOPMENT SUBCOMMITTEE
MEETING MINUTES
AUGUST 14, 2012
DELAWARE ECONOMIC DEVELOPMENT OFFICE

PRESENT:

Sonia Aguilar, DEDO
Ed Simon, DEDO
Rob Heflin, Perdue (via phone)
Bobbie Schmittinger, YWCA
Javier Torrijos, Del DOT
Audrey Scott-Hynson, DSU
William Pickrum, DE OMB, GSS
Michelle Harris, DE OMB, GSS
Veronica Richardson, DEDO
Wanda Lopez, United Way (via phone)
Givvel Marrero, NCCC Hispanic Business Network
Ken Anderson, DEDO (via phone)
Jim Provo, SBA
Carlos de los Ramos, L.A. C. C.

The meeting began with introductions.

A motion was made to accept the minutes of the July 24, 2012 meeting as written. They were approved as written.

The meeting began with discussion of preparing for the upcoming Millsboro Hispanic Festival. Sonia stated that if plans for sharing a table do not work out, she is prepared to purchase an individual table. A survey has been prepared in both English and Spanish. It will be used at the Festival to gather information. Promotion Zone has agreed to provide two flat screen TV's to be used as incentives for filling out the survey. One will be used at Millsboro and the other one will be used for the Wilmington Hispanic Festival.

Sonia discussed how the survey will be conducted at the Festival(s). She would like to see the volunteers out and about at the Festival to gather information. Bobbie and Sonia will be there in the morning and Givvel and Javier will be there in the afternoon.

Sonia offered to put out brochures from this group's organizations. She will have brochures on the table that have information about different Hispanic cultures. The SBA stated that they will make resource guides available. Bobbie will check to see what they have to distribute from the YWCA. Ken stated that it was a bit early for his group's brochures. They will decide how to best distribute at a later date.

There was discussion on how to approach people and what to say if they are asked why do you want information? Sonia reiterated that the volunteers doing the survey cannot identify themselves as the Hispanic Commission or DEDO. Javier suggested that we state that we are a group of volunteers that have recently formed to investigate and research the Latino population for economic development. The group agreed with that and it will be put on the clipboard so that everyone who is volunteering to do the surveys will be saying the same thing.

Discussion began on the Wilmington Hispanic Festival. The Festival is September 16th and will be held the Wilmington Riverfront. The parade begins at 12p and the Festival is from 2pm until 10pm. L.A.C.C. offered to share a table at this event. The same survey will be conducted at this event as well. Carlos suggested participating in the parade as a lot of people only come to the parade as the Festival is a paid admission event.

Carlos stated that the L.A.C.C. will be having an open house on September 7th. This is a networking opportunity. He also stated that the Grand Ball will be held on October 12th. This event is part of Delaware's annual Hispanic Heritage Month celebration. It is a gala fund raising event where the Agency celebrates its accomplishments and recognizes community leaders and companies that have made significant contributions to the LACC and the Latino community in Delaware.

Javier gave a briefing of the meeting with Pastor Figueroa.

- He stated the Pastor Figueroa reiterated the tremendous amount of need in the Hispanic Community.
- He felt it was important to have Latino representation to feel comfortable with focus groups and classes.
- There is a need to make an effort to reach out to the Latino community.
- He will help to get business and faith based business group leadership together. He will try to make himself available.
- Pastor Figueroa also stated that the Sussex Hispanic community is very united and are mostly Guatemalan and Mexican.
- He stated that there is a lot of home based entrepreneurial businesses started such as Herbal Life.
- He feels there is a definite need for entrepreneurial training in the community.

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- He said that there is a need with trade training (plumbing, masonry, carpentry, etc.) in Spanish.
- Perception is that the Hispanic can only train or aspire to a certain level; usually entry level.
- He also stated that there are issues with DMV, deportation and ICE issues.
- He encourages talk radio as a way of getting information out to the Hispanic community and he stated that he will help with that.
- He suggested starting with the community leaders to form the focus groups; once you have their buy in they will be able to reach out on our behalf.

Sonia stated that as a group, we need a better understanding of permits/visas/green cards/etc. She suggested inviting someone from Homeland Security to the next meeting to educate us on those topics.

Upcoming meeting dates:

- August 28
- September 11
- September 25

Dates to remember:

Latin American Community Center Open House
September 7, 2012
11:30 a.m. to 1:00 p.m.
403 N. Van Buren St.
Wilmington, DE 19805

Wilmington Hispanic Festival
Sept. 16, 2012
Parade- 12 noon
Festival – 2:00 pm – 10:00 pm
Wilmington Riverfront

Financial Empowerment Conference
September 22, 2012
9:00 a.m. - 1:00p.m.
Christiana Hilton
100 Continental Drive
Newark, DE

L.A.C.C. Annual Grand Ball
October 12, 2012
Begins at 6:30pm
Waterfall Banquet Center

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Hispanic Heritage Month
Oct. 19-20, 2012
Schwartz Center for the Arts
Dover, DE